



# PARALLEL INTERESTS

*Inter-American Foundation and The Prince of Wales Business Leaders Forum*

No. 1

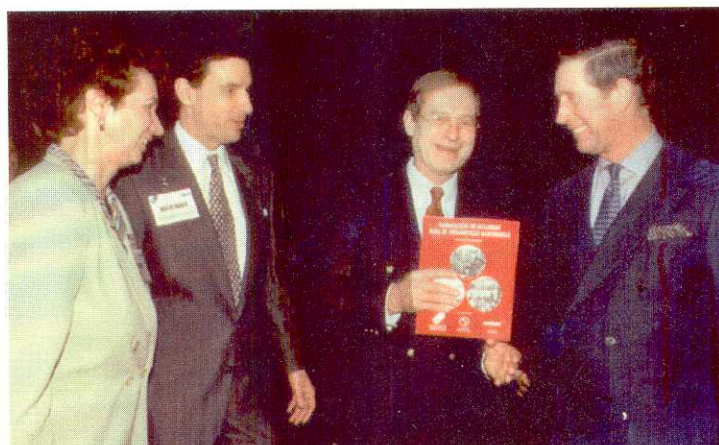
The Inter-American Foundation (IAF) undertakes joint ventures with The Prince of Wales Business Leaders Forum (Forum) to expand the IAF's social investment activities with the Latin American and international corporate community. Since 1991, the Forum, an international non-profit organization, has promoted the practice of good corporate citizenship and sustainable development as a natural part of successful business operations. Its principal supporters include global corporations such as the Coca-Cola Company, the BP-AMOCO Company, 3M Corporation, TRW Inc, DIAGEO plc, and Bavarian Motor Works AG, and its members include DHL Worldwide Express S. A., Eli Lilly & Company, Levi Strauss & Company, the Perot Group, and PricewaterhouseCoopers.

The IAF is an independent agency of the U.S. Government that seeks to promote social and economic development and stability throughout the Western Hemisphere - elements necessary for a healthy business climate. The IAF builds more stable and healthy democratic societies by supporting the self-help efforts of private, non-profit organizations to improve the quality of life in poor communities. The IAF provides grants to community organizations that partner with other private and public organizations to forge creative solutions to the problems of poverty.

In December 1997, the IAF and the Forum agreed to collaborate on partnership activities related to: training and technical assistance; results measurement of projects; dissemination of good practices in corporate social investment; and joint ventures with corporate partners interested in co-funding with the IAF to support grassroots development programs. The IAF and the Forum cooperate in the following ways.

## PARTNERSHIP DEVELOPMENT

In November 1998, the Forum and the IAF conducted a successful partnership development program in Chihuahua, Mexico, in collaboration with the Mexican Center for Philanthropy (CEMEFI), the Monterrey Technological Institute, and the Fundación del Empresariado Chihuahuense. The partnership development program or the INSIGHT Workshop, as it is referred to by the Forum, brings together key representatives of business (local and international), non-governmental organizations (NGOs), community foundations, donor agencies, and the public sector to address the social and economic needs of targeted communities. Thirty participants from the public sector (local, state, and national governments), private sector (Mexican business leaders and multinational corporations such as TRW Inc,



IAF President George A. Evans presents a copy of *Formación de Alianzas para el Desarrollo Sostenible* to the Prince of Wales in Argentina. Joining them are Linda P. Borst, IAF Vice-President for External Affairs and Adolfo A. Franco, IAF Senior Vice-President and General Counsel.

3M Corporation, and Kvaerner de México), civil society (NGOs and community organizations), and invitees from Colombia, Peru, and El Salvador, attended the INSIGHT Workshop.

The INSIGHT participants visited local community projects supported by businesses and civil society and engaged in substantive discussions regarding the various challenges each sector faces and its various contributions to society. INSIGHT Workshops emphasize putting theory into practice and therefore participants are encouraged to develop action plans with defined outcomes. As an outcome of the Chihuahua workshop, Mexican participants planned two new INSIGHT programs. The first convenes community foundations, NGOs, local and state governments, and Mexican and U.S. businesses (Green Giant and General Motors) in Irapuato. The second is an INSIGHT workshop, hosted by the Monterrey Technological Institute, for NGOs, local and state governments, and Mexican and U.S. businesses.

A third INSIGHT Workshop is taking place in Peru in collaboration with the American Chamber of Commerce, Participating Agencies Cooperating Together (PACT)-Peru, associations of NGOs, local and national government representatives, the Peruvian Association of Private Sector Institutions (CONFIEP), and other Peruvian business organizations interested in multisectoral partnerships. In addition, several Peruvian and multinational corporations (such as BACKUS Corporación, BankBoston, Southern Peru, and Compañía Minera Antamina) have expressed interest in supporting and participating in the workshop. NGOs and business



organizations from Ecuador and Bolivia will be invited to receive training to coordinate future partnership programs in their respective countries.

As a precursor to the above-referenced INSIGHT Workshops, in July 1998, the Forum provided training of IAF staff and representatives from PACT, Ashoka, CEMEFI, Peru 2021, and the Monterrey Technological Institute on "How to Engage Business in Social Investment" and "How to Establish and Maintain Partnerships" using the Forum's methodology of INSIGHT exchanges and training.

#### DISSEMINATION OF BEST PRACTICES

The Forum contributed the lead article for the Social Investment issue of the IAF journal, *Grassroots Development*, which profiles the methodology of business responsibility and partnerships developed by the Forum over the past nine years.

On March 9, 1999, The Prince of Wales and IAF President George A. Evans launched the Spanish language edition of the Forum's book *Managing Partnerships: Tools for mobilising the public sector, business and civil society* as partners in development at a meeting of 55 senior corporate executives in Buenos Aires, Argentina. IAF staff completed the Spanish translation of the book and its adaptation for a Latin American audience. Kvaerner de México, a multinational energy company, published the Spanish language edition, titled: *Formación de Alianzas para el Desarrollo Sostenible*, which is available free of charge from the IAF.

The Forum, with collaboration from the IAF, is preparing a tool book on how to assess the value of cross-sector partnerships. The objective of this endeavor is to provide time-pressured partners with simple assessment tools that can be tailored to their partnership needs. The material in the tool book is derived from workshops with partnership practitioners and expert specialists from different regions of the world, where an array of experience and approaches were presented.

#### WORKING WITH THE FORUM'S MEMBER COMPANIES

The IAF has dialogued with many of the Forum's member companies including 3M Corporation, Johnson Matthey plc, TRW Inc, Green Giant/DIAGEO plc, the BOC Group, McKinsey & Company Inc, the Coca-Cola Company, Levi-Strauss & Company, DHL Worldwide Express S.A., PricewaterhouseCoopers, Jefferson Smurfit Group p.l.c., Norsk Hydro, Sedgwick Group plc, and SmithKline Beecham plc to explore possible joint ventures. To date, these exchanges have led to co-funding arrangements with Green Giant/DIAGEO plc and Levi Strauss & Company, and on-going negotiations with 3M Corporation and the BOC Group.

***"As government budgets and U.S. foreign development assistance both decline, the resources and management expertise of the local and international business community will become an essential source of support for development and democracy building at the local level. The results will be mutually beneficial since the business sector's bottom line will benefit from social investments that help build the healthy, stable, democratic societies needed to ensure open markets and free trade."***

*George A. Evans, IAF president  
Remarks at March 9, 1999, book launching  
ceremonies in Buenos Aires, Argentina*

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